

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Turn objections into evidence and evaluation choices

QUESTION

How can ABM content address objections without dismissing valid buyer concerns?

GUIDE TAKEAWAY

An objection library often contains rehearsed rebuttals, but similar words can conceal different issues. 'Too expensive' might refer to available funds, uncertain benefits, delivery risk or an unsuitable commercial scope.

START HERE

Capture the concern.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Capture the concern

Evidence or input

Output or decision

Owner and review point

2. Find the underlying issue

Evidence or input

Output or decision

Owner and review point

3. Attach relevant evidence

Evidence or input**Output or decision****Owner and review point**

4. Agree a validation action

Evidence or input**Output or decision****Owner and review point**

5. Confirm buyer resolution

Evidence or input**Output or decision****Owner and review point****COMPARE THE OPTIONS**

Answer card

Useful when: A factual concern recurs

Limitation: May miss account context

Suggested action: Confirm the real question

Why this fits our situation**Evidence needed before acting**

Validation test

Useful when: A capability needs proof

Limitation: Tests only agreed conditions

Suggested action: Document acceptable results

Why this fits our situation**Evidence needed before acting**

Tradeoff discussion

Useful when: Alternatives have real costs

Limitation: Needs balanced evidence

Suggested action: Agree decision criteria

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: <https://outsell.com/blogs/objection-handling-content/>

Publisher and evidence policy: <https://outsell.com/editorial-policy/>